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Miss Mimi O'Hagan Clears the Way for the VIPs

BY PAT HANNA

For a girl who was too shy to be a debutante back in Charlottesville, Va., Miss Mimi O'Hagan has come a long way. As advertising and publicity manager for Schweppes (USA) Ltd. she holds a fast talking man's job in one of the most competitive fields of all.

"It's unusual for a woman to be advertising manager for a British firm," she explains. "But I'm not only a woman — I'm also Irish!"

Miss O'Hagan is in town

today to clear the way for next month's invasion by Commander Whitehead, Schweppes' living advertising symbol. The commander will introduce a new beverage — Bitter Lemon — to be bottled and distributed here by the Pepsi-Cola Bottling Co.

MISS O'H. is an old hand at the clearing-the-way-and-beating-the-drum business. In 1956 she was assistant to the campaign director for Citizens for Eisenhower, and as such helped set up the program in New York before starting out across the country as advance man for the bandwagon.

"I would hit town three or four days before Eisenhower, meet with secret service men, state and city officials, and plan every minute of his visit, from the moment the plane set down to the time he left town. Every minute had to count for his safety, a good rally, and reaching the most people with our message."

After the campaign —
"and the inauguration —

THAT took planning!" — Miss O'Hagan joined Schweppes. "The British have a completely different theory about advertising," she says. "The idea is over-understatement. I've been advertising and publicity manager since 1959 and I've been too busy to take an active part in politics. It killed me in 1960 when I couldn't get into the Nixon campaign — but I just didn't have the time



Next time around I'd like to see George Romney run. I'd definitely try to work for him."

THE SOFT spoken young woman executive was graduated from the Newton Col-

lege of the Sacred Heart in Boston as a history major. "Then I went straight to Washington. I loved politics (I took part in the congressional election in 1954) and I was out to change the world. I took a job

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with the Central Intelligence Agency, but I was there only 10 months when I was asked to work on the Citizens for Eisenhower campaign. We set up the bandwagon program — huge trucks to travel through the country with all kinds of campaign material. We had Ike dresses made — buttons, bicycles, umbrellas — the works. Parades. Bands. Speeches. It was delightful!"